

NATIVE AMERICAN MUSIC CENTER LTD.
MISSION AND PROGRAMMING STATEMENT

The Native American Music Center Ltd. is organized and operated exclusively for educational, religious, and charitable purposes. One purpose of this non-profit organization is to provide opportunities for the people of Rhinelander to experience the many different forms of Native American music. We believe that it is important to teach and promote the appreciation of Native American music. A low-powered FM broadcast station (LPFM) will help us to reach these goals and objectives. Accordingly, we are applying for an LPFM construction permit. Many people think of Native American music as being limited to traditional forms such as flute songs and round dances. Indeed, these traditional styles have formed an integral part of Native American life and tribal identity for many generations. However, Native American music has grown to encompass many modern genres such as rock, pop, hip hop, blues, country, and new age. At the same time, Native American musicians have created some unique genres that remain distinctly indigenous, such as Waila, Chicken Scratch, and Native American church music.

The Native American Music Center Ltd. actively promotes local concerts, local bands, and local musicians. Rhinelander provides a rich, unique cultural environment that fuels the development and further evolution of Native American music. In order to encourage the appreciation of varied musical forms and to reach the widest audience possible, we intend to broadcast 24 hours a day, 365 days a year. We intend to feature and promote local musicians through our regular programming. The Native American Music Center Ltd. will base programming decisions on the area's listening needs and encourage active participation in all activities. We are committed to providing quality local programming.

LIVE AND LOCAL: Topics that are important to residents of Rhinelander will be emphasized. Such topics include the uniqueness of the lake-and-forest environment, the outdoor-oriented lifestyle, the four-season climate, and the creative artistic expression of its people. In addition, topics of discussion will include the pressure to balance conservation of the environment with rural and economic development. Rhinelander has experienced substantial growth over the past

few decades, and the area continues to evolve.

EVERYONE IS WELCOME: Everyone is encouraged to participate. This includes senior citizens, students, racial minorities, women, and anyone who is interested in broadcasting, even if they do not have any previous experience in the broadcast industry.

DEPTH AND DIVERSITY: Current events and public affairs will be covered in greater depth than is possible in commercial media, encouraging dialogue among different viewpoints. A wide variety of musical and cultural information programs will be pursued, with emphasis on live, local broadcasts. Diversity means drawing new audiences into a wide array of programs and exposing people to alternative points of view. We will cover events and public issues in Rhinelander with unique ideas, perspectives, and expressions not given air time elsewhere. Voicing positive community concerns, the Native American Music Center Ltd. will bring people together.

TRAINING: Training opportunities will be offered in radio production, radio engineering, multiculturalism, non-profit management, and Internet technology.

QUALITY: While serving as an alternative to commercial stations and utilizing untrained volunteers, the Native American Music Center Ltd. will endeavor to achieve program quality that attracts listeners.

EXEMPLARY DAILY PROGRAM SCHEDULE:

6:30 AM – 8:30 AM: Local News, Weather, and Road Condition Updates with Interactive Commentary and Listener Feedback

8:30 AM – 9:00 AM: Traditional Native American Music

9:00 AM – 11:00 AM: Modern Native American Music with Local Bands and Artists

11:00 AM – 12:00 PM: Latin Music Hour

12:00 PM – 1:00 PM: Noon News Hour, featuring News, Commentary, and Music from the Oneida and Lac Du Flambeau Tribes

1:00 PM – 3:00 PM: Peruvian Sounds

3:00 PM – 5:00 PM: Modern Native American Music with Local Bands and Artists

5:00 PM – 7:00 PM: Evening News with Live Interactive Commentary

7:00 PM – 8:00 PM: Christian Music - United Methodist Church

8:00 PM – 10:00 PM: Spanish-Language Christian Contemporary Music

10:00 PM – 12:00 AM: World Music

12:00 AM – 5:00 AM: Smooth Jazz & Flute – For Relaxation

The Native American Music Center Ltd. was officially incorporated in the state of Wisconsin on October 17, 2023. The Articles of Incorporation for the Native American Music Center Ltd. are included as an attachment to the present application. .

The director of the Native American Music Center Ltd., Claudia Bartholomew, hereby certifies that the Native American Music Center Ltd. is physically headquartered at 5564 Mohawk Shores Drive, Rhinelander, WI 54501, which is also the location of the proposed transmitter site. The coordinates of the proposed transmitter site are 45-39-36.9 N, 89-26-2.5 W (NAD 83).

By:

Claudia Bartholomew

Claudia Bartholomew
President & Director
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